

MINDFUL LIVING

HEALTH EXPO & AltaMed 5K

Saturday, January 31, 2015

Los Angeles Memorial Coliseum
3911 S. Figueroa Street, Los Angeles, CA 90037

Invited musical artists COMMON & BEN HARPER; Invited celebrity chef JAMIE OLIVER



PARTNERS : IN HEALING

Keith Mitchell, Light It Up

Keith Mitchell played as a linebacker in the NFL for the New Orleans Saints, Houston Texans and Jacksonville Jaguars and was named to the Pro Bowl. His NFL career ended when he had a paralyzing injury in a game. He found the practice of yoga to help him relearn how to walk. Yoga also opened his mind, body and soul to so much more. After experiencing the transformational power of yoga, his goal now is to bring yoga to a wider audience by sharing his passion and unique yoga approach applied to workouts, knowledge, his story, and his passion.

Light it Up educates youth from ages 10-17, and their families, about the importance of healthy living for brain development and education. Light it Up is a nonprofit that uses a three-prong approach focused on nutrition, physical education and strengthening the cognitive function.

Cástulo de la Rocha, CEO, AltaMed Health Services

Cástulo de la Rocha is President and CEO of AltaMed Health Services Corporation and a long standing community health leader for more than 35 years. During this time, he has taken AltaMed a non-profit community health clinic, from two employees to a fully-accredited Federally Qualified Health Center (FQHC) with over 1,900 employees. Mr. de la Rocha's dedication to and success in providing high quality, affordable and accessible health and human services to underserved communities has earned him national recognition in the health and human services field as well numerous accolades from within the community and beyond.

AltaMed has maintained a fundamental commitment to provide medical care to the uninsured as well as the underinsured population. As California's largest Community Health Center, AltaMed operates 48 sites, serving over 160,000 patients, providing 1,000,000 visits annually.

PRESENTED
BY



THANK YOU TO OUR
PARTNER IN HEALING



6:00 AM Registration and Expo Open
7:00 AM Opening Program and Community Yoga Session
8:00 AM 5K Races Start

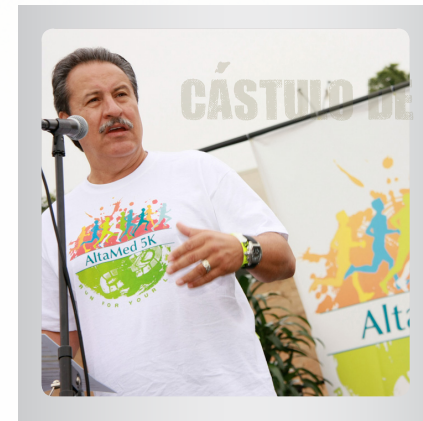
10:00 AM Musical Performances
11:00 AM Chef Demonstration

11:30 AM Urban Gardening
12:00 PM Expo Closes

PROCEEDS FROM EVENT WILL BENEFIT ALTAMED AND THE LIGHT IT UP FOUNDATION PROGRAMS AND SERVICES OF HEALING AND HELPING COMMUNITIES.



KEITH MITCHELL



CÁSTULO DE LA ROCHA

EXPO ACTIVITIES : FOR YOUTH AND FAMILIES

Importance of Mindful Living and Movement

YOUTH YOGA SESSION

Youth, ages 10 – 17 will be guided through a meditative Yoga Session

- Meditation is associated with improved psychological and cognitive functioning including depression, stress, anxiety and addiction
- Meditation supports positive physiological responses including decreased blood pressure, decreased pain sensation, and balances stress hormones



ALTAMED 5K RUN/WALK FOR YOUR LIFE

Open to all ages, the 5K encourages activity and movement on a regular basis as a means to a healthier, happier life.



GOAL Use Yoga and Movement to engage directly with thoughts, motivations and desires. Find connection and peace with ourselves to help us grow and prosper.

Importance of Nutrition

Diet & nutrition accounts for nearly 80% of overall health

Poor diet significantly increases risk of diabetes, heart disease, high blood pressure, high cholesterol, gout, osteoporosis, & cancer

Featuring presentations from Celebrity Chef **Jamie Oliver** and famed Guerilla Gardener, **Ron Finley**.



Jamie Oliver is known worldwide as The Naked Chef, a reference to the simplicity of his recipes. His TV shows range from mentoring unemployed youths to a series which showcases his crusade to change the poor eating habits of children and improve school meal systems.

Ron Finley, otherwise known as Guerilla Gardener, grew up in South Los Angeles and is familiar with the area's lack of fresh produce. Ron planted vegetables in the curbside dirt strip next to his home, and determined to change South LA to a food forest.

GOAL To educate and recognize food as a healing source and as a way to prevent illness. Share economic strategies for healthy eating habits.

Importance of Music

Music is the most common denominator that connects us all. It has the power to heal communities, races and nations and taps into the hearts of man, motivates and inspires creativity for change.



E-Man has performed as the DJ alongside Mariah Carey, Chamillionaire, Shaquille O'Neal, Bone Thugs N Harmony, Jay Sean, The Game, Baby Bash, New Boyz, Lil'Rob and Far East Movement.

Ben Harper plays an eclectic mix of blues, folk, reggae and rock music and is known for his guitar-playing skills, vocals, live performances and activism. His albums have been commercially successful in North America, Europe and Australia. Harper is a two-time Grammy Award winner.

Common is an American hip hop recording artist and actor from Chicago, Illinois. He debuted in 1992 and maintained a significant underground following into the late 1990s, after which he gained notable mainstream success.

GOAL To promote and use music to celebrate the joy and creativity that music cultivates in our lives and communities.

SPONSORSHIP : OPPORTUNITIES

- \$100,000 ENLIGHTENED SPONSOR**
Team of 50 runners/walkers; VIP Continental Breakfast for 20; Stage Program Participation; Logo on Start/Finish Banner; Logo on Print Media and Promotions; Logo on T-Shirt; Logo on Website; 40 x 20 Booth at Event
- \$50,000 JOYFUL SPONSOR**
Team of 30 runners/walkers; VIP Continental Breakfast for 15; Stage Program Participation; Logo on Start/Finish Banner; Logo on Print Media and Promotions; Logo on T-Shirt; Logo on Website; 20 x 20 Booth at Event
- \$25,000 PEACEFUL SPONSOR**
Team of 20 runners/walkers; VIP Continental Breakfast for 10; Stage Program Participation; Logo on Start/Finish Banner; Logo on Print Media and Promotions; Logo on T-Shirt; Logo on Website; 10 x 10 Booth at Event
- \$15,000 GRATEFUL SPONSOR**
Team of 20 runners/walkers; VIP Continental Breakfast for 10; Logo on Start/Finish Banner; Logo on Print Media and Promotions; Logo on T-Shirt; Logo on Website; 10 x 10 Booth at Event
- \$10,000 COMPASSIONATE SPONSOR**
Team of 10 runners/walkers; VIP Continental Breakfast for 8; Logo on Print Media and Promotions; Logo on T-Shirt; Logo on Website; 10 x 10 Booth at Event
- \$5,000 MINDFUL SPONSOR**
Team of 10 runners/walkers; Logo on Print Media and Promotions; Logo on T-Shirt; Logo on Website; 10 x 10 Booth at Event
- \$2,500 HOPEFUL SPONSOR**
Team of 8 runners/walkers; Logo on Print Media and Promotions; Logo on T-Shirt; Logo on Website; 10 x 10 Booth at Event
- \$1,200 KIND SPONSOR**
Team of 4 runners/walkers; Logo on Print Media and Promotions; Logo on T-Shirt; Logo on Website; 10 x 10 Booth at Event
- BOOTH ONLY, 10 x 10**
Corporate Rate \$1,000 / Nonprofit Rate \$500

PAYMENT : INFORMATION

PURCHASED BY

ORGANIZATION NAME (TO APPEAR ON ALL MARKETING MATERIALS)

ADDRESS

PHONE

FAX

EMAIL

WEBSITE

Enclosed is my check for \$ _____ made payable to AltaMed Health Services Corporation

Please charge \$ _____ to my

VISA MASTERCARD AMEX DISCOVER

CARD #

EXP. DATE

SEC. CODE

SIGNATURE

Please complete this form and mail it to AltaMed Health Services Corporation, 2040 Camfield Avenue, Los Angeles, CA 90040 or fax to 323-889-7808, attention Joel Lara. For more information, contact Joel Lara at 323-720-5695, jlara@altamed.org, or visit altamed.org.

All contributions to AltaMed Health Services are tax deductible to the fullest extent allowable by law. Tax Id# 95-2810095, a 501 (c) (3) organization to which contributions are deductible under the Internal Revenue Code Section 170.

